Primary objective: high school regional championship game- reward the high school team: players, coaches, staff for their tremendous hard work, dedication, and concentration for their success in this year's successful season. Also reward the high school's town for their encouraging support in this successful football season with a town festival get together one day before the regional championship game. A festival with many food and drink trucks stationed throughout the location as well as a merchandise trunk belonging to the high school team with all brand new gear attire to wear for the championship game Friday. The festival will also have a lot of fun and free games to play, and a town best wing contest. Following the town's festival get together. The following day on game day the town will celebrate more of the high school's success with a town parade before kicking off the high school's highly anticipated playoff game.

P-A-P-E-R

(2) Promotion- Reward the high school team: players, coaches, staff for their tremendous hard work, dedication, and concentration for their success in this year's successful season. Also reward the high school's town for their encouraging support in this successful football season.

- Building interest before event

Local Newspaper and Radio Ads:

Placing advertisements in local newspapers, highlighting the team's achievements and details about the festival and game.

Using local radio stations for ad spots and interviews with team members or coaches to create excitement.

Social Media Campaigns:

Utilizing platforms like Facebook, Instagram, and Twitter to create a buzz. Regular posts, event countdowns, and behind-the-scenes content making the anticipation very engaging.

Creating a unique hashtag for the event to track conversations and increase visibility.

(3) Audience- Towns people, football fans, teens, football scouts, optimistic people.

- Most people will already be intune so there is that more audiences to appeal too.

Halftime Show Extravaganza:

An impressive halftime show, perhaps featuring a popular local band, a spectacular light show, or a drone displaying football-related memories.

Post-Game Confetti/ Fireworks Display (if team advances):

Concluding the evening with a grand fireworks display, celebrating the team and creating a festive atmosphere after the win.

(4) Partnership-

- Yes, we use the event to develop, maintain, or strengthen the relationships with our organizations', partners and supporters.

Athletic Company Sponsorships: Connect with athletic companies like Nike or Under Armor. Expressing mutual sponsoring toward both sides before the big playoff game. Like a commercial using the two teams that are advocating that brand in practicing and preparing for the big play-off clash in the companies' attire. Both putting our awareness on Nike and the high school teams.

Local Business Tie-Ins:

Partner with local businesses for event promotions.

(5) Environment-

- Local high school teams are our competitors
- We do not need to address a perceived time and economic inconvenience.

Themed Decorations:

Have a distinct theme for the event that resonates with the team's identity or the local culture. Using this theme in all decorations, from banners to signage, to create a cohesive and immersive experience.

Safety and Accessibility Measures:

Ensure the event is accessible to everyone, with clear signs, adequate services, and trained staff to assist with any needs. Prioritize safety with visible security and medical personnel.

(1) Revenue-

- 15,000$ generate revenue needed
- We do want to generate revenues more than expenses to use this profit to grow the event in the future.
- Does not need to be associated with charity

I feel like revenue is the most important because without money you cannot make money, and it takes spending money to make money. Next, I feel like promotion is the second most important because without promotion nothing you invest in will go anywhere. Thirdly, the audience is the

third most important because without your audience you will not gain any revenue or support. Fourthly I feel like partnership is the fourth most important because connection is always good for longevity. Lastly, I feel like the environment is the least important because I feel like it's what you focus on after the event is put together and finished.